Amendments To The Claims

The listing of claims presented below will replace all prior versions, and listings, of claims in the application.

Listing of claims:

1. (Currently amended) A product counseling system comprising:

a first terminal for providing various input/output processes for performing product counseling to a customer; and

a server connected to said first terminal via a network, said server generating counseling data suited for said customer based on data input from said first terminal and transmitting said counseling data to said first terminal,

wherein said first terminal is provided with a condition input means for inputting conditions of a portion of said customer whereon a product is to be used; and

said server is provided with first selecting means for selecting a product suited for said customer based on condition data before product selection that is obtained from said condition input means and attribute data input from said first terminal,

wherein said server is further provided with a product selection database in which product matrices that link values of each item contained in said condition data and product characteristics of the products are stored,

said product matrices including a first matrix for use in an initial session of product counseling and a second matrix for use in a second or later session of product counseling, said second matrix being different from said first matrix.

2

2. (Currently amended) The product counseling system as claimed in claim 1, wherein said server is further provided with:

~~a product selection database in which product matrices that link values of each item contained in said condition data and product characteristics of the products are stored; and~~

second selecting means which refers to the condition data obtained from said condition input means and usage evaluation data of said selected product input from said first terminal and, in a case where a satisfaction rating of said customer after using the selected product selected by said first selection means is less than or equal to a predetermined value, reselects a product by referring to said product selection database.

3. (Original) The product counseling system as claimed in claim 2, wherein said server is further provided with: storage means for storing said condition data and said usage evaluation data in a linked manner; and correction means for correcting said product matrices stored in said product selection data based on said condition data and said usage evaluation data stored in said storage means when a number of data records stored in said storage means reaches a predetermined number.

4. (Original) The product counseling system as claimed in claim 3, wherein product development-assisting means are provided for developing a product having new characteristics required for the product based on said condition data and said usage evaluation data stored in said storage means when the number of data records stored in said storage means reaches a predetermined number.

3

5. (Original) The product counseling system as claimed in claim 2, wherein said condition input means is a skin condition input apparatus for inputting skin condition of the customer.

6. (Original) The product counseling system as claimed in claim 2, wherein items to be input by said condition input means include at least one of the items selected from skin trough and skin hill on skin surface, amount of moisture, amount of sebum, pH value and resiliency of the skin surface.

7. (Original) The product counseling system as claimed in claim 2, wherein said usage evaluation data is generated by said customer responding to a questionnaire.

8. (Original) The product counseling system as claimed in claim 1, further comprising: means for generating production adjustment data of the product selected based on a number of customers each giving a satisfaction rating greater than or equal to a predetermined value.

9. (Original) The product counseling system as claimed in claim 1, wherein said product is a cosmetic product.

10. (Original) A product development program for causing a computer to perform product development, comprising: first selection means for selecting a product suited for

4

a customer based on condition data before product selection obtained from condition

input means for inputting conditions of a portion of the customer whereon the product is

to be used and attributed data; storage means for storing, in an associated manner, said

condition data and usage evaluation data obtained from said customer after using the

selected product; and product development-assisting means for developing a product

having new characteristics required for the product based on said condition data and said

usage evaluation data stored in said storage means when a number of data records stored

in said storage means reaches a predetermined number.

11. (Original) A product development program for causing a computer to perform

product development, comprising: means for deriving number of customers who give a

satisfaction rating greater than or equal to a predetermined value; and means for

generating production adjustment data of the product selected based on said number of

customers.

12. (Original) The product development program as claimed in claim 10 or 11, wherein

said product is a cosmetic product.

13. (Original) A computer readable storage medium storing a product development

program for causing a computer to perform product development, said program

comprising: first selection means for selecting a product suited for a customer based on

condition data before product selection obtained from condition input means for inputting

conditions of a portion of the customer whereon the product is to be used and attributed

5

data; storage means for storing, in an associated manner, said condition data and usage

evaluation data obtained from said customer after using the selected product; and product

development-assisting means for developing a product having new characteristics

required for the product based on said condition data and said usage evaluation data

stored in said storage means when a number of data records stored in said storage means

reaches a predetermined number.

14. (Original) A computer readable storage medium storing a product development

program for causing a computer to perform product development, said program

comprising: means for deriving a number of customers who give a satisfaction rating

greater than or equal to a predetermined value; and means for generating production

adjustment data of the product selected based on said number of customers.

15. (Original) The computer readable storage medium storing a product development

program as claimed in claim 13 or 14, wherein said product is a cosmetic product.

16.   (New) A product counseling system comprising:

        a terminal for providing various input/output processes for performing product

counseling to a customer; and

        a server connected to said terminal via a network, said server generating

counseling data of products suited for said customer based on data input from said

terminal, said server transmitting said counseling data to said terminal,

        wherein said terminal is provided with a condition input part for inputting

6

conditions of a portion of said customer whereon a product is to be used,

said server comprising:

a product selecting part for selecting a product suited for said customer based on condition data for a state before product selection and obtained from said condition input part, and attribute data input from said terminal;

a product selection database storing product matrices, which link values of each item constituting said condition data and product characteristics of said products; and

a correction part for correcting said product matrices based upon said condition data and usage evaluation data of said products provided by said customer via said terminal,

said product selection part selecting said product by referring to said product selection database.

17.   (New) The product counseling system as claimed in claim 16, wherein said condition data and said usage evaluation data are stored in a storage part and wherein said correction part corrects said product matrices when a number of said correction data and usage evaluation data in said storage part has exceeded a predetermined number.

18.   (New) The product counseling system as claimed in claim 16, wherein said product matrices include a first product matrix for use in an initial session of product counseling and a second product matrix for use in a second or later session of product counseling, said second product matrix being different from said first product matrix.

7